

**TOWN OF NATICK SEEKING PROPOSALS FROM NON-PROFIT AGENCIES
2017 BOSTON MARATHON RUNNERS TO RAISE FUNDS FOR SELECTED ORGANIZATIONS**

The Town of Natick is seeking proposals from area non-profit 501(c)(3) organizations and municipal departments regarding fundraising opportunities in support of programs and services that benefit Natick residents.

These funds are available through a partnership between the Town of Natick and the Boston Athletic Association (BAA) through which Natick has been provided 22 Invitational Entries to the 2017 Boston Marathon. These Entries will be provided to Marathon runners who commit to raising a minimum of \$4,000 for the selected charities.

Interested area non-profits and municipal departments must submit a proposal no later than **5:00 p.m. on November 4, 2016** to Donna Donovan, Office of the Town Administrator, 13 East Central Street, Natick MA 01760 or via email to ddonovan@natickma.org. The proposal must not exceed 3 pages and must include, at a minimum, the following information:

- Organization name, address, contact person, phone number and email address
- Nature of the organization, types of program(s) offered, target population, how long the organization has been in business, and the organization's Federal Tax ID number
- A complete description of the types of program(s) or other activity that would be developed or supported with these funds
- Identification of other sources of funds available in support of the organization. Our objective in requesting this information is to evaluate the sustainability of the program.
 - For non-profit organizations: a listing of all grants received in the most recently completed full fiscal year, endowments and/or trusts, and all other sources of operational and capital funds.
 - For municipal departments: the department's FY 2015 operating budget, a listing of all grants received in FY 2015 and FY 2016 (to date)
 - Note that this information may be provided as an appendix to the Proposal and is not included in the 3 page limitation.
- Whether any prospective runners have already agreed to sponsor the organization
- Whether the organization has previously been sponsored by a Boston Marathon runner

The Town will review all proposals and identify those that will be selected to receive funding through this program. Depending on the charity's capacity to manage this fundraising program, the Town may either (A) Give the BAA Invitational Entries directly to the selected charities; these agencies would then identify their runners and coordinate fundraising directly with them, or (B) Runners will choose from our selected charities and determine one or more for which they will raise funds.

We expect that our charities and our runners will be matched up sometime around the first week of December.

The selected charities will be required to:

- Establish a system to secure the \$4000 commitment from each runner. This is typically accomplished by having each runner complete an ACH Form (provided by the Town) authorizing a bank withdrawal in an amount not to exceed \$4,000 to the extent that these funds have not been remitted by the runner or others who donated on their behalf. Note that runners are typically given until May 31st to raise funds.
- Assist the runner(s) in their fundraising effort through promotional efforts (website, news releases, etc.), events, etc
- Establish a mechanism for donors to make on-line donations that will be clearly identified as being in support of a particular runner. *Note that this year the BAA is strongly urging that all donations be made through www.crowdrise.com/2017BostonMarathon.* The BAA can provide assistance to the charities if needed to set their runners up in this system.
- Properly track donations and accurately credit each runner for donations made on their behalf.
- Provide a report to the Office of the Town Administrator's office by June 19, 2017, summarizing the funds raised by each runner.

The Town of Natick anticipates that this program will be repeated annually, so organizations and municipal departments not selected this year could apply again and be considered in subsequent years.

Please contact Donna Donovan at 508-647-6410 or ddonovan@natickma.org with any questions about this program.